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Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

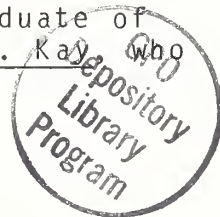
Letter No. 2419

June 30, 1989



FORMER SECRETARY OF AGRICULTURE JOHN BLOCK prepares to answer a question from USDA TV's Lynn Wyvill. Block, currently president of the National-American Wholesale Grocers' Association in Washington, D.C., will lead a U.S. agricultural trade and development mission to Jamaica and Ecuador in September. Contact: Wayne Sharp, (202) 382-0368. (USDA Photo by Larry Rana.)

BUD ANDERSON TO HEAD FAS -- Secretary Clayton Yeutter has named Rolland E. (Bud) Anderson, Jr., as administrator of USDA's Foreign Agricultural Service. Anderson is a career foreign service officer with more than 25 years of experience in posts representing U.S. agricultural interests abroad. Anderson has served in London; The Hague; Bonn; and Wellington, N.Z. He is a native of Iona, Minn., and a graduate of South Dakota State Univ., Brookings. He succeeds Thomas O. Kay, who retired.





RADIO & TV CHIEF Vic Powell presents the most recent "Fact Book of Agriculture" to Jorgen Bonde, managing director of Denmark's agricultural TV company. Bonde recently visited our facilities to learn how USDA produces its TV programs and how the department disseminates its information. (USDA Photo by Larry Rana.)

TEEN PREGNANCIES -- Montana State University's Extension Service may have hit on an approach that works to reduce the rate of teenage pregnancies. The call their program PACT -- "Parents and Adolescents Can Talk." The program focuses on improving communications between parents and their teens. It also tries to increase families' knowledge of human sexuality, says MSU's Joye Kohl, the project's director. "The goal is to encourage youth to postpone sexual activity," Kohl says. Contact: Joye Kohl (406) 994-4982.

FARM FAIR SEASON begins soon. Fairs are hard to beat as a place to see and meet people -- particularly farmers. National attendance runs into the millions, and there are few farmers who don't attend at least one fair a year. The Ohio State Fair in Columbus, Ohio, won hands-down for attendance last year -- over 3.3 million. The Texas State Fair in Dallas was second -- 2.9 million attended. For a list of 1989 state fair dates & last year's attendance, call Marci Hilt (202) 447-6445.

WE'VE GOT MORE SLIDES -- We now have color slides of Deputy Secretary of Agriculture Jack Parnell available free to news media. We also have slides of Secretary of Agriculture Clayton Yeutter. If you want either of these slides, call Marci Hilt (202) 447-6445. We'll announce others as they become available.

BOB ZIEGLER, farm director for WIMA/WIMT, Lima, Ohio, stopped by recently to chat with Vic Powell about USDA Radio programs and to meet with USDA Radio & TV Division staffers. Bob & Vic are holding the most recent "green sheet," listing USDA Radio & TV services. Your copy is in this issue. (USDA Photo by Larry Rana.)



FAMILY ECONOMICS -- The May 1989 issue of Family Economics Review contains a wide assortment of interesting story ideas about issues that affect all families. Some of the subjects include utility expenses, retirement housing, retirement saving, rural & farm population and child care benefits provided by employers. Also, the updated estimates of the cost of raising a child from birth to age 18. Want a copy? Call Marci Hilt (202) 447-6445.

FROM OUR RADIO SERVICE

PLEASE NOTE: We've been notified there could be some power outages in our building from 8 p.m. to 1 a.m. EDT June 26 - July 5. This could mean you may have problems dialing the newslines during those times.

AGRICULTURE USA #1673 -- Brenda Curtis presents highlights of a policy setting speech by Sec. Yeutter. Issues include the burgeoning farm subsidies as well as the path that the multi-lateral trade talks will take. (Weekly 13-1/2 min. documentary)

CONSUMER TIME #1155 -- Making ukuleles; tea totaling; watermelons; car microwaves; dropping in instead of out of school. (Weekly reel of news features)

AGRITAPE #1662 -- USDA news highlights; dairy price support update; Sec. Yeutter says too much government in farming; GATT talk update; former Sec. Block to head trade mission. (Weekly reel of 2-1/2 - 3 min. features)

USDA RADIO NEWSLINE -- Fri., July 7, coffee situation report; Tues., July 10, weekly weather & crop update; Wed., July 12, U.S. crop production, USSR grain outlook, world ag supply & demand; Thurs., July 13, U.S. livestock & poultry outlook, world ag production, world cotton situation, world oilseed situation report.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359. Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (June 29) Sec. Yeutter on federal subsidies, government assistance, trade barriers, GATT talks and subsidies in Europe; Former Sec. John Block on trade mission to Jamaica & Ecuador; Dave Wilson (USDA-APHIS) on livestock warning on disease-carrying ticks; Peter Buzzanell, USDA economist, on sugars & sweeteners; Martin Fitzpatrick, administrator of USDA's Office of Transportation, on rail car shortage. FEATURES -- watermelon feast day (Pat O'Leary) and firework safety & 1989 mosquito season (Lisa Telder, Mich. State Univ.).

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EDT, Transponder 12D
SATURDAY 10:30-11:15 a.m., EDT, Transponder 10D
MONDAY 8:30-9:15 a.m., EDT, Transponder 12D
(Repeat of Saturday transmission)

OFF MIKE

SEVERAL ... producers in South Dakota are reducing herd size because of feed shortages, says Tom Steever (KS00, Sioux Falls). Says while timely rain helped crops it was too late for hay production in many areas.

CROPS ... are doing well in most of Illinois, says Gary Beaumont (U. of Illinois, Cooperative Extension Service, Urbana). Says wet weather has induced some farmers to experiment with canola. About 15,000 acres planted, up from last year.

AN ADVERTISEMENT ... to help WIAI (Danville, Ill.) radio listeners put a face with the voice of their ag reporters includes photos of our Gary Crawford & Brenda Curtis. Thanks to Tom Gibson of WIAI for sending it to us.

FOUR-PART ... radio series, "Dairy, Wisconsin's Main Squeeze," was distributed state-wide by Wisconsin Farm Bureau for use in the June dairy month campaign. Kay Jensen (WFB) says the campaign also reached urban stations in the state.

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Radio and Television, Rm. 410-A
Office of Information, OGPA
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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NEW ... producer of the weekly radio program, The Consumer AgNet, issued by Texas A&M, College Station, is Randy Lemmon.

Randy recently moved from the Texas Farm Bureau. Says his goal is to place the program in state major markets beyond the 115 stations now being served.

RADIO FREE EUROPE ... is thinking about broadcasting U.S. agricultural information, says William Reese (RFE, Munich, West Germany). He stopped by the office this week to learn about radio materials produced by USDA.

RECENT ... news events around the world have brought attention once again to how precious are the freedoms that exist in this nation. Hope your station plans recognition this July 4th.

VIC POWELL, Chief, Radio & Television Division